

016.6705  
Sa24l  
shelve670.5

St. Louis -- Free public library.  
List of 100 house-organs  
received by the Applied science  
department...







shelve 3224X  
with  
670.5

a.a.T. 23-je-16.

# LIST OF 100 HOUSE-ORGANS RECEIVED BY THE APPLIED SCIENCE DEPARTMENT, TOGETHER WITH A SUBJECT INDEX.

Compiled by Sloan Duncan Watkins, Chief of the Department.

This list includes only periodicals published by a firm, corporation, association or group of firms in the interests of their products or commodities offered for sale. Such periodicals are distributed gratis and are intended to serve as advertising mediums. Periodicals issued for the employees of a firm only, are not included in this list, nor are house-organs that contain no practical information on technical subjects, but only squibs, cartoons, short talks on salesmanship, etc.

The periodicals listed deal chiefly with mechanical and electrical subjects. For a list of over 500 house-organs, see *Printer's Ink* of Jan. 2, 1913, (v. 32, no. 1, pp. 60-68), which says of house-organs: "It is only fair to state that mortality among house-organs is very heavy and many concerns that have begun the publication of a paper of their own, have, after a while, decided to suspend its publication."

## LIST OF FIRMS.

With the Titles of their House-Organs.

Abbreviations used:—(m), monthly; (w), weekly; (bi-mo), bi-monthly; (irreg), issued at irregular intervals.

### *St. Louis firms.*

1. **Banner Buggy Co.** The Axis (m).
2. **Brennan's.** Brennan's monthly.
3. **Broderick and Bascom Rope Co.** Yellow strand (m).
- 3A. **Davis Realty Development Co.** Davis messenger (m).
4. **Emerson Electric Mfg. Co.** Emerson monthly.
- 4A. **Johns-Manville Co.** J-M Power expert (m).
- 4B. **Johns-Manville Co.** J-M Roofing salesman (m).
5. **Koken Barbers' Supply Co.** Koken news item (irreg).
6. **Leschen & Sons Rope Co.** Leschen's Hercules (m).
7. **Meyer Bros. Drug Co.** The Disseminator (m).
8. **Mississippi Valley Trust Co.** Service. (bi-mo).
9. **Peacock Chemical Co.** The Doctor (q).
10. **St. Louis Cordage Mills.** Yarns (m).
11. **St. Louis Well Machine and Tool Co.** Well drillers news (m).
12. **Shapleigh Hardware Co.** Gimlet (m).

### *Out-of-town firms.*

13. **Alabastine Co.** Grand Rapids, Michigan. Brush and pail (m).
14. **Albany Lubricating Co.** New York. The Bearing (m).
15. **American Clay Machinery Co.** Bucyrus, Ohio. American clay magazine (m).
16. **American Multigraph Sales Co.** Cleveland. Layman printer (m).
17. **American Steel and Wire Co.** Chicago. American wire rope news (irreg).
18. **American Typefounders Co.** New York. American bulletin (irreg).
19. **Baker (J. T.) Chemical Co.** Phillipsburg, N. J. Chemist-analyst (irreg).

20. **Baltimore Gas, Electric Light and Power Co.** Maryland. Baltimore gas and electric news (m).
21. **Berlin Machine Works.** Beloit, Wisconsin. Berlin quality (m).
22. **Bessemer Gas Engine Co.** Grove City, Pa. Bessemer monthly.
23. **Bissell (F.) Co.** Toledo, Ohio. Bissell book.
24. **Brill (J. G.) Co.** Philadelphia. Brill magazine (m).
25. **Carborundum Co.** Niagara Falls, N. Y. Abrasive age (m).
26. **Carter White Lead Co.** Chicago. Carter times (irreg).
27. **Central Electric Co.** Chicago. Electron (m).
28. **Chain Belt Co.** Milwaukee. Chain belt (m).
29. **Challenge Machinery Co.** Grand Haven, Michigan. Printer's album (bi-mo).
30. **Channon (H.) Co.** Chicago. Channon's review (m).
31. **Chicago Pneumatic Tool Co.** Chicago. Ideal power (m).
32. **Cole Motor Car Co.** Indianapolis. Cole bulletin (m).
33. **Consolidated Gas Co.** New York. Gas logic (m).
34. **Consumers Gas Co.** Toronto. Gas news (m).
35. **Grane Co.** Chicago. Valve world (m).
36. **Deere (J.) Plow Co.** Moline, Illinois. The Furrow (q).
37. **De Laval Separator Co.** New York. De Laval monthly.
38. **Disston (H.) & Sons.** Philadelphia. Disston crucible (m).
39. **Dixon (J.) Crucible Co.** Jersey City, N. J. Graphite (m).
40. **Dodge Mfg. Co.** Mishawaka, Indiana. Dodge idea (m).



41. **Du Pont** de Nemours Powder Co. Wilmington, Delaware. Du Pont magazine (m).
42. **Edison** Portland Cement Co. New York. Edison aggregate (irreg).
43. **Electrical Mining Pub. Co.** Chicago. Electrical mining (q).
44. **Excavating Engineer Pub. Co.** Milwaukee. Excavating engineer (m).
45. **Ford Motor Co.** Detroit. Ford times (m).
46. **General Fire Extinguisher Co.** New York. Grinnell automatic sprinkler bulletin (q).
47. **Goldschmidt Thermit Co.** New York. Reactions (q).
48. **Goodrich (B. F.) Co.** Akron, Ohio. The Goodrich (m).
49. **Hartford Steam Boiler, Inspection and Insurance Co.** Hartford, Conn. The Locomotive (irreg).
50. **International Harvester Co.** Chicago. Harvester world (m).
51. **Johns-Manville Co.** Cleveland & St. Louis. J.-M. Power expert (m).
52. **Leader Iron Works.** Decatur, Illinois. The Leaderite (m).
53. **Liquid Carbonic Co.** Chicago. Liquid bottler (m).
54. **Locomotive World Pub. Co.** Lima, Ohio. Locomotive world (m).
55. **Lucas (John) & Co.** Philadelphia. Lucas news (irreg).
56. **Madison Cooper Co.** Calcium, N. Y. Cold (m).
57. **Mergenthaler Linotype Co.** New York. Linotype bulletin (m).
58. **National Fireproofing Co.** Pittsburgh. Building progress (m).
59. **National Lead Co.** New York. Dutch boy painter (irreg).
60. **National X-Ray Reflector Co.** Chicago and New York. Eye comfort (m).
61. **New York Edison Co.** New York. Edison monthly.
62. **North Western Expanded Metal Co.** Chicago. Expanded metal construction (m).
63. **Obermayer (S.) Co.** Cincinnati. Obermayer bulletin (bi-mo).
64. **Ohio Brass Co.** Mansfield, Ohio. Bulletin (bi-mo).
65. **Otto Gas Engine Works.** Philadelphia. Otto cycle (m).
66. **Packard Motor Car Co.** Detroit. The Packard (bi-mo).
67. **Penberthy Injector Co.** Detroit. Penberthy engineer and fireman (m).
68. **Plymouth Cordage Co.** North Plymouth, Mass. Plymouth products (m).
69. **Pratt & Lambert, Inc.** Buffalo, N. Y. Varnish talks (irreg).
70. **Rae Co.** New York. Electrical merchandise (m).
71. **Raymond (C. W.) Co.** Dayton, Ohio. Claycrafter (m).
72. **Remington Typewriter Co.** New York. Remington notes (q).
73. **Reo Motor Car Co.** New York. (R. M. Owen Co., agts.) Reo echo (irreg).
74. **Rumely Co.** La Porte, Indiana. Rumely power seed and soil (m).
75. **Ryerson (J. T.) & Son.** Chicago. Ryerson's monthly journal and stock list (Chicago ed.).
76. **Safety Car Heating and Lighting Co.** New York. Safety heating and lighting news (m).
77. **Sherwin-Williams Co.** Cleveland. (The) Colorist (irreg).
78. **Simonds Mfg. Co.** Fitchburg, Mass. Simonds guide for millmen (m).
79. **Smith (H. B.) Machine Co.** Smithville, N. J. The Mechanic (irreg).
80. **Standard Paint Co.** New York. The Exchange (irreg).
81. **Standard Sanitary Mfg. Co.** Pittsburgh. Modern sanitation (m).
82. **Stephens-Adamson Mfg. Co.** Aurora, Illinois. Labor saver (irreg).
83. **Sullivan Machinery Co.** Chicago. Mine and quarry (q).
84. **Timken Roller Bearing Co.** Canton, Ohio. Timken magazine (m).
85. **Trenton Potteries Co.** Trenton, N. J. Sanitary pottery (m).
86. **Triumph Electric Co.** Cincinnati. Triumph chronicle (bi-mo).
87. **Underfeed Stoker Co. of America.** Chicago. Publicity magazine (m).
88. **United Gas and Improvement Co.** Philadelphia. New business (m).
89. **United Gas and Improvement Co.** Philadelphia. A Thousand uses for gas (m).
90. **U. S. Radiator Corporation.** Detroit. Radiation (irreg).
91. **Universal Portland Cement Co.** Chicago. Farm cement news (q).
92. **Universal Portland Cement Co.** Chicago. Universal bulletin (m).
93. **Warner (Chas.) Co.** Wilmington, Delaware. Farm economics (q).
94. **Warner (Chas.) Co.** Wilmington, Delaware. Mason builder (m).
95. **Webster Mfg. Co.** Chicago. Webster method (irreg).
96. **Winton Motor Car Co.** Cleveland. Auto era (m).
97. **Yarnall-Waring Co.** Philadelphia. Blow-off (m).

## ALPHABETICAL SUBJECT INDEX.

The numbers following each entry refer to the corresponding numbers in the list of firms above.

- Abrasives, 25.  
 Agricultural machinery, 36, 50, 74.  
 Air compressors, 31.  
 Aluminothermics, 47.  
 Asbestos, 51.  
 Automobiles, 32, 45, 66, 73, 96.  
 Banking, 8.  
 Barbers' supplies, 5.  
 Baths and bathing, 81.  
 Bearings (machinery), 14, 84.  
 Blasting, 41.  
 Boilers, 49.  
 Bonds, 8.  
 Bottling machinery, 53.  
 Brick and brickwork, 15, 58, 71.  
 Buggies—Manufacture, etc., 1.  
 Building materials, 94.  
 Car heating, 76.  
 Car lighting, 76.  
 Cement, 93, 94.  
 Chemicals, 7, 9.  
 Chemistry, analytic, 19.  
 Clay, 15.  
 Cold storage, 56.  
 Concrete, 42.  
 Concrete construction, 91, 92, 93, 94.  
 Confectionery, 2.  
 Conveying machinery, 28, 82, 95.  
 Cookery—recipes, 2.  
 Coverings, Boiler and pipe, 51.  
 Cream separators, 37.  
 Decoration, interior, 13, 77.  
 Drilling and boring machinery, 11.  
 Drills, 83.  
 Drugs, 7, 9.  
 Dynamite, 41.  
 Electric engineering, 61.  
 Electric equipment, 4, 23, 70.  
 Electric fans, 4.  
 Electric lighting, 20, 27, 60, 61.  
 Electric machinery, 86.  
 Electric motors, 4, 23.  
 Electric power, 20, 88.  
 Electric railroads—Cars, 24.  
 Electric railroads—Transmission, 64.  
 Electric tools, 31.  
 Electricity, 61.  
 Electricity in mining, 43.  
 Excavation, 44.  
 Explosions, 49.  
 Explosives, 41.  
 Fans, electric, 4.  
 Farm buildings, concrete, 91.  
 Finance, 8.  
 Financial news, 30.  
 Foundry practice, 63.  
 Gas as fuel, 20, 33, 34, 88, 89.  
 Gas engines, 22, 65.  
 Gas lighting, 20, 33, 34, 88, 89.  
 Gas power, 89.  
 Graphite, 39.  
 Grinding and polishing, 25.  
 Groceries, 2.  
 Hardware, 12.  
 Harvesting machinery, 50, 74.  
 Haulage, rope, 6.  
 Heating, 90.  
 Hot water heating, 90.  
 Ice—Manufacture, 56.  
 Income tax laws, 8.  
 Industrial betterment, 40.  
 Industrial efficiency, 40.  
 Iron, 75.  
 Iron founding, 63.  
 Iron work, 52.  
 Laths, metal, 74.  
 Lighting, Indirect, 60.  
 Lime and liming, 93, 94.  
 Linotype machines, 57.  
 Locomotives, 49, 54.  
 Lubrication and lubricants, 14, 39, 67.  
 Lumber, 21.  
 Machine tools, 30.  
 Machinery, 30, 75.  
 Mechanical engineering, 67.  
 Medicines, 9.  
 Metal laths, 62.  
 Metallurgical analysis, 19.  
 Mine haulage materials, 64.  
 Mining machinery, 43, 83.  
 Multigraph machines, 16.  
 New York City—Gas companies, 17.  
 Paint and painting, 13, 26, 39, 55, 59, 69, 77, 80.  
 Pencils, 39.  
 Philadelphia—Gas companies, 88, 89.  
 Plumbing, 81.  
 Pneumatic tools, 31.  
 Portland cement, 42, 92.  
 Pottery, 85.  
 Power plant equipment, 51.  
 Power transmission machinery, 28, 30, 40.  
 Printing, 16, 18, 29.  
 Real estate, St. Louis, 3A.  
 Refrigeration, 56, 81, 86.  
 Roller bearings, 84.  
 Roofing, 4B, 80.  
 Rope, 3, 6, 10, 68.  
 St. Louis, Real estate, 3A.  
 Sanitation, 81, 85.  
 Saw mill machinery, 21.  
 Saws, 38, 78.  
 Silos, concrete, 91.  
 Soda and mineral waters, 53.  
 Spraying, 93.  
 Sprinklers, Automatic, 46.  
 Steam engines, 67.  
 Steam heating, 90.  
 Steel, 63, 75.  
 Stenography, 72.  
 Stokers, mechanical, 87.  
 Street cars, 24.  
 Therapeutics, 9.  
 Tiles, Hollow, 58.  
 Tires, Automobile, 48.  
 Toronto, Canada—Gas companies, 34.  
 Traction engines, 74.  
 Travel notes, 12.  
 Trust companies, 8.  
 Type, 18.  
 Typesetting machines, 57.  
 Typewriters, 72.  
 Vacuum cleaning, 23.  
 Valves, 35, 97.  
 Varnish, 69.  
 Vehicles—Buggies, 1.  
 Welding, Thermit, 47.  
 Well drilling, 11.  
 White lead, 26.  
 Wills, 8.  
 Wire rope, 3, 6, 17.  
 Wood working machinery, 21, 79.





Gaylord Bros.  
Makers  
Syracuse, N. Y.  
PAT. JAN. 21, 1908



UNIVERSITY OF ILLINOIS-URBANA



3 0112 061565781